PHILIP MORRIS PRICE REDUCTION PROGRAM
Participation Report

Date: _____

Account Name: _____ Sales Representative: _____

Call Number: _____ Territory Number: _____

Control Number: _____

Dear Retailer:

I am with Philip Morris USA and I am here today to verify your participation in the Philip Morris Price Reduction Program. Your signature verifies my presence in your outlet. Thank You.

(Please Check One)

YES	NO	
___	___	New lower retail prices for Philip Morris brands (retailer's prices reduced by amounts no less than the Philip Morris list price reductions)?
___	___	In-Store price communications (i.e. price boards, department markers, etc.) revised to announce new lower pricing for Philip Morris brands?
___	___	3 Marlboro point of sale pieces?
___	___	• 2 Marlboro price bursts in primary selling area?
___	___	• 1 Marlboro exterior sign?
___	___	1 Premium Brand poster placed in store?
___	___	1 Discount Brand poster placed in-store?
___	___	*Does Philip Morris and Marlboro have a competitive visibility advantage both inside and outside the store?* *(More signage and Best Location: front of store near Registers)*
_____		How much less is a pack of Marlboro Kings versus a non-promoted pack of Newport Kings?
_____		How much less is a pack of Cambridge Kings versus a non-promoted pack of Doral Kings?

Other Comments (i.e. situation corrected? etc.) _____

_____

Retailer Signature: _____

Marlboro Representative Signature: _____

SALES REP OR MANAGER SECTION

YES	NO	
___	___	*Compliance? Date Forwarded to Account Rep/AM:* _____

White Copy – Sales Rep Yellow Copy – Retailer Pink Copy – Section Office

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